

**SYSTEM AND METHOD FOR THE CREATION AND AUTOMATIC DEPLOYMENT  
OF PERSONALIZED, DYNAMIC AND INTERACTIVE VOICE SERVICES, WITH  
SYSTEM AND METHOD THAT ENABLE ON-THE-FLY CONTENT AND SPEECH  
GENERATION**

**Abstract of the Disclosure**

A system and method for creation and automatic deployment of personalized, dynamic and interactive voice services, including information derived from on-line analytical processing (OLAP) systems is disclosed. The system and method include a call server and a method for initiating telephone calls using on the fly content and speech generation.

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